



A Viewpoint From Clinical Practice

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Physicians as Stakeholders Desire...

- A healthy economy
- Quality health care
- To be viewed as “cutting edge”
- To be knowledgeable about technology
- To participate at all stages of the process

Physician Role in Systems Approach

- Idea generation
- Knowledge of public health and disease trends
- Input in design process
- Physician “focus groups”
- Clinical testing/research
- Education of other physicians
- Education of patients/public

Adaptation to the Market and to Demographics

- Diabetes
- Heart Disease
- Obesity
- Spread of Infectious Disease
- Cosmetics/Lifestyle
- Aging population/Adaptive Devices
- Bioterrorism/Monitoring

Developing a Systems Approach

- Involve physicians early and often
- Offer investment opportunities when appropriate
- Listen, involve, and educate
- Create a team atmosphere